RANKING OF NORTHWIND PACKS RELATIVE TO COMPETITIVE PACKS

	Northwind			Kool Super Lights	Arctic Lights	Newport	Salem Lights	Kool	Salem
N =	Total 240	Swirl 70	Square 59	240	240	240	240	240	240
	%	%	%	%	%	%	%	%	%
Ranked									
First = Like the best	47	56	39	15	18	8	5	5	3
Second	29	24	31	18	21	10	8	7	7
Third	13	13	19	22	18	15	10	9	11
Fourth	7	4	9	10	9	20	19	15	19
Fifth	2	3	-	15	5	15	19	18	27
Sixth	1	-	2	9	4	19	18	28	20
Seventh = Like the least	1	-	-	9	25	13	21	18	13
Average (7.0=Highest ranking; 1.0=Lowest ranking)	6.0	6.3	5.9	4.5	4.3	3.7	3.2	3.1	3.3

QUESTION:

What I'd like you to do is forget about the cigarettes themselves and think only about the packs they come in.

I'd like you to arrange these brands according to how well you like the packs, not the cigarettes. Place the pack that you like the best in box one, the next best in box two and so on. The pack you like the least would go in box six.

Take as much time as you need and feel free to change your mind and re-arrange the brands as you go.

2045788083

+ 918

TABLE

Source: https://www.industrydocuments.ucsf.edu/docs/rsyj0004